



BIKE SHARE

May 1 - May 31 2018 Report Tempe



GRID Bike Share is Operated By:



Table of Contents

System Snapshot	3
Membership	4
Trips	4
Station Performance	6
Environmental Impact	8
Maintenance & Rebalancing Operations	9
Customer Service Reporting	10
Financial Summary	11
Marketing Summary	12
Weather	13

System Snapshot

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	115	32
Active Virtual Stations	8	0
Active Bikes (averaged over the month)	892	N/A
Trips		
Total Trips	8,683	2,912
Trips Per Day (average)	212	93
Utilization Rate (trips per bike per day)	.31	.32
Active Members		
Total Membership	24,220	N/A
Monthly/Yearly Plans	766	N/A
Pay-As-You-Go & 7 Day Plan	23,454	N/A
Revenue		
Total Revenue	\$26,048.46	\$4,810.87
Maintenance/Customer Service Activity		
Total CS Cases Created	107	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

Membership

New/Total Active Members (Full System)

Table 2

Membership Type	New Sign Ups	Total Active Members
Student	29	263
Monthly	27	214
Annual	0	146
Other	5	143
Pay As You Go	781	23,406
7 Day Pass	119	48
TOTAL	961	24,220

Trips

Cumulative Trips Per Day of the Week
May 2018 (Tempe Only)

Table 3

M	T	W	Th	F	Sa	Su
320	504	499	526	415	323	325

Trip Initiation Method (Tempe Only)

Table 4

Mobile	317
Keypad (manually entered)	2,513
Keypad RFID Card	76
Website	6

Table 5

	May (Full System)	YTD	Tempe Only	YTD
Total Trips Taken	8,683	52,588	2,912	22,159
Total Miles Ridden	13,008	85,118	4,727	36,554
Avg Trip Distance	1.3	2.2	1.6	1.7
Avg Trip Time	20:24	28:00	22:14	21:06
Avg Weekday Trips	286	302	98	203
Avg Weekend Day Trips	263	369	81	191
Holds	337	2,634	N/A	N/A
Ended out of Hub	3,397	18,599	1,599	11,024
Ended out of System Area	19	136	4	46

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

Trip Stats by Member Type (Full System)

Table 6

Member Type	May Trips	%	Trips YTD	% YTD
Pay-as-you-go	3,201	37%	20,280	39%
7 Day Pass	425	5%	4,062	8%
Annual	574	7%	2,693	5%
Monthly	1,161	13%	6,088	12%
Student	2,828	33%	17,108	33%
Other	494	6%	2,357	4%
TOTAL	8,683		52,588	

Trip Stats by Member Type (Tempe Only)

Table 7

Member Type	May Trips	%	Trips YTD	% YTD
Pay-as-you-go	952	33%	7,543	34%
7 Day Pass	397	14%	2,339	11%
Annual	41	1%	219	1%
Monthly	1,357	47%	10,201	46%
Student	55	2%	184	1%
Other	110	4%	1,673	8%
TOTAL	2,912		22,159	

Friday, May 4th was the highest day for regional ridership with a total of 384 trips taken. For trips originating in the Tempe service area, Thursday, May 3rd was the top day for ridership with 138 trips taken.

Station Performance

Regional Station Performance

Table 8

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
P106: 1st St / Washington St (Sponsored by SRP)	486	P151 3131 S. Central Ave (Audubon Center)	0
P123 5th Ave / Fillmore St	439	P174 Washington St / 2nd St	0
P129 5th St / Roosevelt St	424	M119 5th St. and Hibbert (Escobedo Park)	0
P127 Central Ave / Roosevelt St	384	M125 Main St. and Hibbert	0
P125 Pierce St / 1st Street	379	M103 Centennial Way / 1st St (Library)	0
P120 Central Ave / Taylor St (Sponsored by SRP)	351	M104 Macdonald / 1st St (Museum of Natural History)	0
T20 Tempe Center for the Arts	337	M105 Robson / 1st St (i.d.e.a. Museum)	0
P124 3rd St / Taylor St	293	M111 Broadway / Olive	0
T14 College Ave / University Dr	253	M122 462 N. Drew St. (Drew Community Park)	0
P128 McKinley St / 2nd St.	248	T32 North Tempe Multigen Center	0

Tempe Station Performance

Trips started and ended at each station in the Tempe service area

Table 9

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T20 Tempe Center for the Arts	10	167	170	337	0	0.02
T14 College Ave / University Dr	15	118	135	253	2.15	0
T17 Tempe Beach Park	25	122	122	244	2.27	0
T16 Apache Blvd / Rural Rd	15	103	137	240	0	0
T24 Westside Center	10	70	123	193	1.08	0
T02 3rd St / Mill Ave	9	93	92	185	2.63	1.05
T03 Rural Rd / Terrace Rd	11	64	75	139	6.78	0
T27 McAllister Ave / Apache Blvd	25	49	89	138	0	0
T01 5th St / Forest Ave	20	58	78	136	0	0
T18 Neil Giuliano Park	15	61	73	134	0	0
T25 University Dr. / ASU Student Housing	23	57	75	132	0	0
T26 ASU Memorial Union	25	46	86	132	3.94	0
T28 Rio Salado Pkwy / Mill Ave	10	57	75	132	0	0
T11 University Dr / Mill Ave	20	57	70	127	0.51	0
T29 Tempe Town Lake Marina	9	62	58	120	0	0
T21 Forest Ave/ Lemon St. (Gammage)	20	41	63	104	0	0
T31 6th St / Mill Ave	15	54	47	101	0	3.11
T04 Apache Blvd / Dorsey Ln	10	34	64	98	0	0
T05 McClintock Dr / Apache Blvd	15	40	44	84	0.39	0
T15 8th St / Dorsey Ln	10	19	50	69	2.12	0
T13 College Ave / Apache Blvd	15	9	28	37	0	0
T06 McClintock Dr / Rio Salado Pkwy	10	13	18	31	0	0
T10 Washington St / Priest Dr	10	5	17	22	0	0
T08 Apache Blvd / Price Rd	10	7	14	21	0	0
T22 Baseline Rd / Priest Dr	10	6	14	20	7.21	0
T12 Rural Rd / Southern Ave	10	4	14	18	2.71	0

T23 Escalante Center	10	7	7	14	0	0
T07 Smith-Martin / Apache Blvd	10	4	9	13	0	0
T19 Kiwanis Park	15	3	4	7	0	0
T09 Washington St / Center Pkwy	9	3	3	6	0	0
T30 Evelyn Hallman Park	8	2	1	3	0	0
T32 North Tempe Multigen Center	10	0	0	0	0	0

Environmental Impact

Table 10

	Full System	YTD	Tempe Only	YTD
Calories Burned	520,303	3,404,731.6	189,080	1,462,200
Carbon Offset	11,470 lbs	74,904 lbs	4,159.76 lbs	32,168.4 lbs

*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.

*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO2 per mile and an assumption that the trip was taken in lieu of driving a car the same distance.

Maintenance & Rebalancing Operations

System-Wide Operations Data

Table 11

	System Wide	Tempe
Average number of bikes in service each day	892	N/A
Bikes inspected in field	1,782	762
Bicycles repaired	140	17
Average bike repair time	30 min	30 min
Bikes lost or stolen	10	10
Graffiti Cleaned	3	1

*All ten stolen bikes were recovered, however one bike was thrown off a bridge onto land and has extensive damage.

Out of Station Lock-Ups in Tempe

Of the 2,912 trips started in the Tempe system area in May, 1,599 were ended outside of a station. Some of the top out-of-station lock up areas were scattered across the ASU campus, Tempe Marketplace Shopping Center, Tempe Beach Park, Marina Heights, Farmer Arts District, Motel 6 Tempe, and the Safeway Market complex located at South Rural Rd. and East Broadway Rd.

Reported Repairs/Issues (Full System)

Table 12

	Type of Issue	May	YTD
1	Other	409	943
2	Seat	7	34
3	Shifting/Pedaling	19	137
4	Lock	12	148
5	Keypad	21	199
6	Brakes	7	49
7	Flat Tire	49	206
8	Lighting	6	34
9	Frame	5	24

Compared to the previous month there was a 3.04% increase in repairs/issues reported by users via the bikes on-board keypad. In May, 6.16% of all trips resulted in a user submitted repair request.

Customer Service Reporting

The top customer service contact category for the GRID system in May was Member Inquiries.

Table 13

Reason For Contact	May Created Cases (Full System)	YTD
Member Inquiries	18	227
Billing	13	93
Account Management	13	124
Bike Issue	3	80
Charges	15	135
General Education	17	92
Operations	11	218
Sign Up	8	41
Hub Request	2	14
Partnerships	7	30
New Program Request	0	2
Total CS Cases Created	107	1,056

Customer Service Responsiveness (Full System)

Table 14

Time of call/email request	
Avg time to answer	60 seconds
Avg duration of call	4 min 36 sec

Agreed Service Levels for Operations within the Tempe System Area

Table 15

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	90%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Financial Summary

In May, the average revenue for the full system was \$19.62 per bike and \$2.04 per trip.

Table 16

Revenue Category	Full System	% of Total	Tempe Only
Membership Fees	\$5,448.00	21%	N/A
Ride Fees	\$13,393.46	52%	\$5,021.87
Out of Hub Fees	\$0	0%	\$0
Out of System Area Fees	\$100.00	0%	\$40.00
Rider Bonuses Given	-\$1,393	-5%	-\$251.00
Ad Revenue	\$8,500	32%	
TOTAL	\$26,048.46		\$4,810.87

*Data has not been audited and is only to be used as an approximation of Gross Revenue

Marketing Summary

Social Media

Table 17

Social Media Outlet	Impressions
Facebook	2001
Twitter	15.1 K
Instagram	4,288

Events

Table 18

Event Name	City	Date
Happy Hour at the Hub - Neil Giuliano Park	Tempe	5/1/18
Capitol Rideshare Outreach - Dept. of Air Quality Building	Phoenix	5/15/18
Strong Families: Choice Neighborhoods Event - 17th st and Adams	Phoenix	5/17/18
Hayden Ferry Outreach	Tempe	5/22/18
Grid/Capitol Rideshare Outreach	Phoenix	5/29/18
Capitol Rideshare Outreach - ADOA Building	Phoenix	5/31/18

Weather

Table 19 (Source: www.wunderground.com)

May	Trips	high	low	avg	Precip. (in) sum	Events
1	372	77	64	71	0	
2	358	75	60	68	0	
3	413	83	58	71	0	
4	384	96	64	80	0	
5	248	103	68	86	0	
6	217	106	73	90	0	
7	271	101	77	89	0	
8	245	106	74	90	0	
9	211	105	74	90	0	
10	289	106	74	90	0	
11	283	102	75	89	0	
12	285	90	72	81	0	
13	208	90	66	78	0	
14	242	95	68	82	0	
15	295	95	69	82	0	
16	276	99	70	85	0	
17	262	98	71	85	0	
18	292	93	69	81	0	
19	289	97	70	84	0	
20	274	99	72	86	0	
21	266	97	72	85	0	
22	258	95	70	83	0	
23	274	95	70	83	0	
24	272	100	72	86	0	
25	298	100	72	86	0	
26	315	94	72	83	0	
27	270	93	69	81	0	
28	239	98	71	85	0	
29	264	102	75	89	0	
30	276	102	80	91	0	
31	237	101	74	88	0	